

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 25, 1997

RJR Account #023880

Mr. D. Beaudet

ASSOCIATED GROCERS

WINSTON B2GF CAP / PROMOTION #700927

Dear David:

WINSTON regular product has been ordered (see quantities listed below), as well as 61 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>
12300-11906	<i>Light Box</i>	6M	<u>2</u>
12300-11012	<i>Full Flavor</i>	12M	<u>1</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

Product PO #G52941DB; Displays G52951DB * 7237-0896

Product / Premium Arrival: September 15, 1997

Ship Date to Retail: Week of: September 23, 1997

SKU CUBE: 2.5480

SKU WT (w/o Product): 8.2000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$2,836.68

Non-EFT \$ Amount: \$N/A

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-2-

B2GFP

ASSOCIATED GROCERS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free **Winston 'No Bull' Cap.**

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$113.87 (4.07 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshane
RJR / H. Battle

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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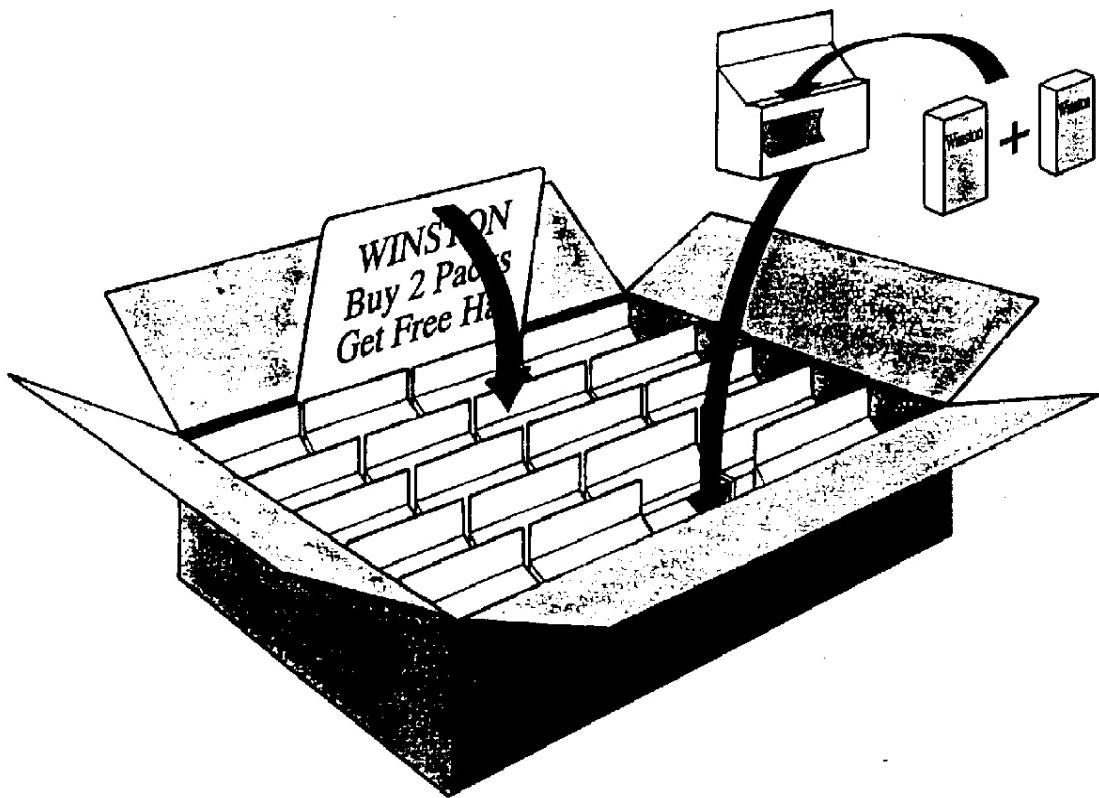
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

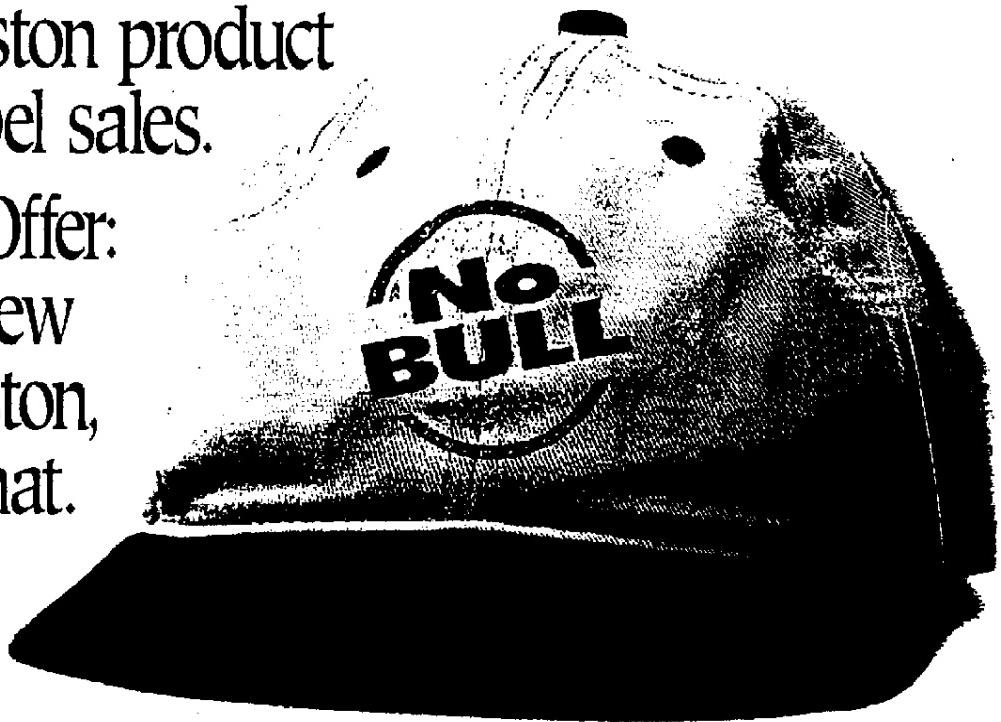
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	LIGHT KING	LIGHT Box	FF King	FF Box		
Number of Cartons	/	/	/	/		

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The right premium cigarettes everywhere off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

WHOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0015
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	2		10188	(603)383-4282	
112204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	2		10125	(603)383-9742	
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	1			(603)778-1525	
112225	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	1		10470	(603)859-5400	
112208		740288	BRADBURY BROS QUICK	584 POOL ST	BIDDEFORD	ME	04005	1			(207)286-3022	
112604	112622	253338	DAIRY MART 850	271 SPRING ST	MEDFORD	MA	02155	1	0205-1100		(617)391-7882	
112605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	3		90331	(617)387-5520	
112805	112827	103306	VILLAGE KNOll	107 W MAIN ST	MILLBURY	MA	01527	2		10353	(508)865-9290	
112806	112825	755567	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA	01569	3		90275	(508)278-7522	
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	1		90328	(617)523-4056	
113007	113025	759000	CHARTLEY COUNTRY ST	319-B TREMONT STR	REHOBOTH	MA	02769	1		90083	(508)226-4215	
162301	162323	113967	KEELER BAY VARIETY	RT 2	SOUTH HERO	VT	05486	1			(802)372-4465	
162301	162323	623843	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	05458	1		90433	(802)372-4531	
163801	163827	023232	EVANSVILLE TRADING	RTE. 58	EVANSVILLE	VT	05860	1		90388	(802)754-6305	
163801	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	PLYMOUTH	NH	03264	1		90512	(603)536-1880	
163801	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	2		90061	(603)837-9153	
163801		105252	VILLAGE GROCERY	MAIN ST	BETHLEHEM	NH	03574	1		10281	(603)869-2201	
163801		310933	MARTY'S 1ST STOP	RTE. 2	DANVILLE	VT	05828	1			(802)684-2574	
163801	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	2		90442	(603)353-4703	
163801	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	WHITEFIELD	NH	03598	1		10057	(603)837-2646	
163801	163826	755134	TENNEY MT. KWIK-CHEC	TENNEY MTN RD	PLYMOUTH	NH	03264	2		90513	(603)536-3352	
163801		755238	WARREN VILLAGE MKT	ROUTE 25	WARREN	NH	03279	1		10247	(603)764-9002	
163801	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1		10240	(603)632-4638	
163802	163822	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	2		10194	(603)673-9083	
163803	163821	075253	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	03440	2	5486-0000	906277	(603)588-689	
163803	163821	104143	CARRS STORE	RT 101	DUBLIN	NH	03444	1		90090	(603)563-8478	
163803	163821	104145	WAYNOS FOOD MART	#10258	ANTRIM	NH	03440	1			(603)588-6363	
163803	163821	104413	DELAY INC. #349	ROUTE 31	GREENFIELD	NH	03047	2		10349	(603)547-3414	
163804	163825	031254	FOOD STOP	209 RIVER ST	SPRINGFIELD	VT	05156	2	2438-0000		(802)885-5310	
163804	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1	5486-0000	90625	(802)463-4008	
163804	163825	104119	RALPHS SUPER	MAIN ST	CHARLESTOWN	NH	03603	1		10182	(603)826-3312	
163804	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1	2438-0000		(802)295-7529	
163804	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1	2438-0000		(603)298-7923	
163804	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	2	2438-0000		(603)298-6842	
163804	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1			(603)523-7309	
163804	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	3	5486-0000	90263	(802)885-3386	
163805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	EAST HAMPSTEAD	NH	03826	2		10465	(603)382-5476	
163805	163824	691347	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	03032	2		10136	(603)483-8176	
163806	163826	104993	BOBS SUREFINE	MAIN ST	ASHLAND	NH	03217	2			(603)968-7781	
163807	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	1		10145	(603)622-3753	
163809	163829	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	1		90215	(802)472-6677	

PAGE BREAK TOTAL ACCOUNTS 41 TOTAL QUANTITY 61

TEMPLATE TOTAL ACCOUNTS 41 TOTAL QUANTITY 61

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